

## Inquiry Response

- 1. We are reviewing the Request for Proposals, and I did want to clarify what is considered a national brand. Would we have had to work for someone like Kraft or Nike, or would a national campaign for a Louisiana company be viable? The Proposer's submission must include:**

- **Demonstration of three (3) national consumer brand marketing campaigns.**

*To meet the mandatory requirement, campaign media must have been distributed to multiple U.S. states.*

- 2. Whether companies from Outside USA can apply for this?  
(like, from India or Canada)**

*No vendors are barred from submission. Also, in addition to the requirements listed in Section 1.8 - Qualification for Proposer, out of state corporations are required to register with the Louisiana Secretary of State and provide a certificate of authority to transact business in Louisiana, which can be done here: <https://geauxbiz.sos.la.gov/>.*

- 3. Whether we need to come over there for meetings?**

*On-site requirement will be dependent on the approach and methodology proposed. Refer to Section 1.9.5-Approach and Methodology.*

- 4. Can we perform the tasks (related to RFP) outside USA?  
(like, from India or Canada)**

*Yes; also see response above to questions 2 and 3.*

- 5. Can we submit the proposals via email?**

*Emailed proposals shall not be accepted. Refer to Section 1.7-Electronic Proposal Submittal: Firms or individuals who are interested in providing services requested under this RFP must submit an electronic proposal containing the mandatory information specified.*

*The proposal must be uploaded to: <https://stateofla.app.box.com/fj/4f7c8ead58dd4e7da968a6a27aab5a47> before the date and time specified in the Schedule of Events. Uploaded submissions are the only acceptable method of delivery. **E-mail, fax, mail, and courier delivery shall not be acceptable.***

- 6. What is the maximum file size that can be uploaded without the file being split by your system?**

*Maximum file size is 32 GB for BOX.*

*Electronic transmissions may be affected by fluctuating bandwidth. Proposers are strongly encouraged to upload their proposal well in advance of the deadline for receipt.*

*Proposers needing assistance regarding proposal uploads should visit:  
<https://www.doa.la.gov/media/hfpnpdps/uploading-a-rfp-proposal-via-box-submission-link.pdf>*

- 7. The RFP brief is long and detailed (which is great) and I have not yet had time to read every word...can you confirm if we have to set a budget or is an annual budget available. This has no bearing on our interest, but obviously is necessary to know so we can respond correctly.**

*The college's budget for the brand development services project will be determined by responses received. The college shall not be liable for any costs incurred by Proposers prior to issuance of or entering a contract, refer to Section 1.21-Cost of Offer Preparation. Fiscal Year 22 funding is confirmed for this project.*

**8. Can you provide a list of other agencies submitting questions?**

*All questions submitted by potential Proposer will be compiled and posted by the date specified in the Schedule of Events at <https://wwwcfprd.doa.louisiana.gov/osp/lapac/pubMain.cfm> as an Addenda.*

**9. What is the overall budget for the project? If there is not a set budget, what is the range the college has available to spend on this project?**

*The budget for the brand development services project will be determined by responses received. The college has researched and analyzed costs associated with all phases of the branding services requested in this solicitation. Fiscal Year 22 funding is confirmed for this project.*